

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A server operational expenses collecting method for a server, the method comprising:

generating first viewer tendency information for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

generating customer analysis information based on the first viewer tendency information;

providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting expenses from the advertiser for the provision of the customer analysis information,

wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer.

2. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

3. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

4. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

5. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

6. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;  
in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

7. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;  
generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

8. (Withdrawn) A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of a location on the Internet of program-associated information, which is information associated with a program listed in said electronic program guide, collecting a predetermined address placement fee from an advertiser who provides said program-associated information and practices an advertisement campaign to said terminal apparatus.

9. (Currently Amended) A server comprising:

viewer tendency generating means for generating first viewer tendency information for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal

apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

program guide reorganizing means for reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

customer analysis information generating means for generating customer analysis information based on the first viewer tendency information;

customer analysis information providing means for providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting means for collecting expenses from the advertiser for the provision of the customer analysis information,

wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer.

10. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide; in response to a command issued by said user from said terminal apparatus via the Internet, transmitting one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

11. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

12. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into the generated second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, setting preset recording of a program listed in one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

13. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user,

said user setting via the Internet the preset recording of a program listed in said electronic program guide from said mobile terminal to a remote terminal apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

14. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;  
in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and  
collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

15. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;  
generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;  
in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said second electronic program guide.

16. (Withdrawn) A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

in response to displaying an address indicative of a location on the Internet of program-associated information, which is information associated with a program listed in said electronic program guide, collecting a predetermined address placement fee from an advertiser who provides said program-associated information and practices an advertisement campaign to said terminal apparatus.

17. (Currently Amended) A computer-readable storage medium comprising processor-readable instructions for implementing a server operational expenses collecting method, the method comprising:

generating first viewer tendency information for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

generating customer analysis information based on the first viewer tendency information;

providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting expenses from the advertiser for the provision of the customer analysis information,

wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer.

18. (Withdrawn) The server operational expenses collecting method according to claim 1, further comprising:

storing personal information for the first viewer; and

grouping the first viewer with a group of viewers and storing group viewing tendency information for the group, the group of viewers being determined based on the personal information for the first viewer,

wherein the organizing of the first electronic program guide tailors the second electronic programming guide to the viewer based at least partly on group viewing tendency information.

19. (Previously Presented) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide includes a group of programs that the first viewer absolutely wishes to view.

20. (Previously Presented) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide organizes programs into virtual channels, each virtual channel including programs from a plurality of program channel frequency bands.

21. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by age.

22. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by occupation.

23. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the grouping is done at least partly by marital status.

24. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program titles.

25. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program categories.

26. (Withdrawn) The server operational expenses collecting method according to claim 18, wherein the group viewing tendency information stored corresponding to program keywords.

27. (Previously Presented) The method according to claim 1, wherein the program viewing log includes program titles, program categories, program keywords, and the date and day of the week on which programs viewed by the first viewer were broadcast.

28. (Previously Presented) The method according to claim 1, wherein the program viewing log includes a length of time the programs were viewed, and wherein generating first viewer tendency information includes determining whether the length of time each of the programs was viewed exceeds a threshold.

29. (Previously Presented) The method according to claim 28, wherein threshold is higher for programs of different categories.

30. (Previously Presented) The method according to claim 29, wherein a threshold for a news category is lower than a threshold for a drama category.

31. (Currently Amended) The method according to claim 1, wherein the first viewer tendency information includes ~~values for titles, categories[[],]~~ and keywords of the programs viewed by the first viewer.

32. (Previously Presented) The method according to claim 31, further comprising providing the first viewer with a button for inputting a program rating for the programs viewed by the first viewer.

33. (Previously Presented) The method according to claim 32, further comprising incrementing the value for the title, the category, and the keyword of a program being watched when the first viewer presses the button.

34. (Previously Presented) The method according to claim 33, further comprising using the value for the title, the category, and the keyword of the program being watched when the first viewer presses the button to determine other programs to include in virtual channels in the second electronic television programming guide.